

North America Personalized Dietary Supplements Market

Market Report | 2025-12-01 | 350 pages | Data Bridge Market Research

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Report description:

North America Personalized Dietary Supplements Market is expected to reach USD 16.52 billion by 2033 from USD 5.44 billion in 2025, growing with a CAGR of 15.0% in the forecast period of 2026 to 2033.

Market Segmentation:

North America Personalized Dietary Supplements Market, By Type (Vitamin Supplements, Vitamin & Mineral Complexes/Blends, Mineral Supplements, Probiotic Supplements, General Well-Being Supplements, Collagen Supplements, Immunity Supplements, Digestive Health Supplements, Sports Nutrition Supplements, Weight Management Supplements, Skin Health Supplements, Heart Health Supplements, Hair Health Supplements, Brain Health Supplements, Chondroprotective Supplements, Nail Health Supplements, Others), Ingredient Type (Vitamins, Minerals, Amino Acids, Probiotics, Fatty Acids, Prebiotics, Collagen, Carotenoids, Botanicals, Others), Source (Plant-Based, Animal-Based, Algae-Based), Technology (Genetic Testing & AI, Microbiome Testing, 3D Printing, Others), Dosage Form (Capsules, Tablets, Soft Gels, Powders, Gummies & Jellies, Drinks/Shots, Premixes, Tinctures), Products (Blended / Fortified Supplements, Single Compound Supplements), Price Range (Premium, Regular, Super-Premium, Packaging Type (Bottles, Bags & Pouches, Blister Packs, Cans & Jars, Cartons, Stick Packs, Others), End Use (Adults, Children, Senior Citizens), Distribution Channel (Non-Store Retailers, Store Based Retailers), Countries (U.S., Canada, Mexico)- Industry Trends and Forecast to 2033

Overview of North America Personalized Dietary Supplements Market Dynamics :

Driver

- Rising awareness toward preventive health and wellness
- Growing consumer demand for personalized and functional nutrition
- Increasing integration of Artificial Intelligence (AI) and big data analytics
- Integration of digital health tools

Restraint

- Regulatory complexity and lack of standardization

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-□High cost and limited accessibility

Opportunity

- Rising demand for personalized herbal and plant based supplements
- Development in eco-friendly smart packaging with refill systems
- Growing use of DNA, biomarker, and microbiome analysis for ultra-tailored supplement plans

Challenges

- Scientific and technological challenges in personalized dietary supplementation
- Uncertainty in regulatory frameworks

Market Players:

The key market players operating in the North America Personalized Dietary Supplements Market are listed below:

- DSM-Firmenich (Switzerland)
- Amway Corporation (U.S.)
- Herbalife Nutrition Ltd. (Cayman Islands)
- The Bountiful Company (U.S.)
- Symrise AG (Germany)
- Pfizer Inc. (U.S.)
- Bayer AG (Germany)
- Glanbia PLC (Ireland)
- Archer Daniels Midland Company (U.S.)
- Nature's Sunshine Products, Inc. (U.S.)
- Cuure (France)
- Nourished (U.K.)
- Vitamins & Me (U.K.)
- Freedom to Formulate (U.K.)
- Craft Health Pte. Ltd. (Singapore)
- Bioniq Health-Tech Solutions (Germany)

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